



## BURGERFUEL WORLDWIDE PRESS RELEASE

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### **BURGERFUEL OPENS IN “DOWNTOWN DUBAI”**

This weekend, New Zealand gourmet burger company, BurgerFuel Worldwide (BFW), opened another store on Dubai's hottest strip, Emaar Boulevard, in the prestigious precinct known as “Downtown Dubai”.



BurgerFuel location on Emaar Boulevard in Downtown Dubai

This latest ‘BurgerFuel Boulevard’ store is located in the US\$20 billion Downtown Dubai development, built around the world’s tallest building, the Burj Khalifa.

This is another strategic location for BurgerFuel as the Downtown Dubai area is becoming both the commercial and tourist centre of the city with many large corporates and international hotels moving in there.

BurgerFuel CEO for International Markets, Chris Mason says “Downtown is another key location for us, the area is really coming together and services many tourists and office workers. We have a great corner location and the store has very high visibility, on what will be the busiest street in Dubai over the next few years. There are many people already coming to this area, either to do business, shop, eat or to queue for a ride to the top of the Burj Khalifa”.

This is the 6th store for BurgerFuel in Dubai opened by Master Licence partners Al Khayyat Investments

(AKI). AKI recently snapped up the rights for BurgerFuel Kuwait in October as part of their relationship with the Kiwi brand and expect to open the first Abu Dhabi store in 2013 as the company spreads its BurgerFuel reach across the UAE.

Farah George Farah, General Manager of F&B at AKI says "BurgerFuel is developing an amazing footprint in Dubai as we have secured sites in many of Dubai's most sought after locations. The brand is a priority for our expansion and soon we will open another two locations that are currently under construction. We are also reviewing other countries in line with our regional aspirations and possibly extending our territories with BurgerFuel Worldwide in the future".

The store opened just days after BurgerFuel opened its largest ever store in Riyadh, Saudi Arabia, a store which has been breaking BurgerFuel sales records.

After his recent visit to the Middle East region, Josef Roberts, BurgerFuel CEO commented that "The brand is really taking hold in the Middle East and that's just the stores we have open. Our partners are continuing to secure key locations as they see a big future with BurgerFuel. There are a number of new sites all earmarked for our immediate development and that's without Egypt which will open next year along with Qatar, Kuwait and Libya. We are certainly starting to forge ahead and our move to establish in the Middle East in the beginning of the GFC is totally paying off for us. You would now pay millions in key money to get the location's we have. Dubai itself is totally on the move again and is destined to become a truly international city".

BurgerFuel Worldwide (BFW) is listed on the New Zealand stock exchange (NZAX) and has recently won the "Franchise Export" of the Year award at the Westpac New Zealand Franchise Awards 2012.

Shares in BurgerFuel Worldwide (BFW) are currently trading at \$1.25

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Further information:

**Alexis Lam**

**021 586 778**

**communications@burgerfuel.co.nz**

**[www.burgerfuel.com](http://www.burgerfuel.com)**